ORDER

104088 Orders Order / Rev: 06831602 Alt Order #: Product Desc: Crossroads GPS Estimate: 754 Flight Dates: 07/27/12 - 08/06/12 Primary AE: Amy McCreary Original Date / Rev: 07/06/12 / 07/06/12 Sales Office: BLPHI **GENERAL** Sales Region: National Order Type: Agency Crossroads Media, LLC Name: Buying Contact: Billing Type: Cash Billing Calendar: Broadcast Billing Contact: EOM/EOC Billing Cycle: 66 Canal Center Plaza Alexandria, VA 22314 Agency Commission: 15% Crossroads GPS Advertiser Name: New Business Thru: Demographic: A35+ Order Separation: 00:15:00 Product Codes: PLI2,PLC01-Democrat

07/30/12

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	16	\$25,050.00	\$21,292.50

60

Totals

\$44,200.00

Advertiser External ID:

Agency External ID:

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Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	16	\$25,050.00	\$21,292.50	0.00
August 2012	60	\$52,000.00	\$44,200.00	0.00
Totals	76	\$77,050.00	\$65,492.50	0.00

Account Executives

Start Date

End Date

<u>Weekdays</u>

Priority:

08/06/12

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Spots/Week

\$52,000.00

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

 Order Share
 Share
 Total

 KSNV
 31%
 \$77,050.00

 Market
 100%
 \$248,548.39

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$74,564.52
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$49,709.68
KTUD	1%	\$2,485.48
KVVU	17%	\$42,253.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,485.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	07/29/12	07/29/12	Wake Up Early w/ Wa Wake Up Early Wagn	~	430a-5a	S	:30	1	\$150.002	0.00 NM	1	\$150,00
	WAKE I	JP EARLY	WITHE W	VAGNERS									

Rating

Rate

KSNV

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Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order #: -

06831602

Product Desc:

Crossroads GPS

Flight Dates:

07/27/12 - 08/06/12

Estimate:

Ln	Ch S	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Wake Up Early w Wake Up Early V		430a-5a	S	:30	1	\$150.002	0.00 NM	1	\$150.00
	VAKE UP <u>Start I</u> ek: 07/23	<u>Date</u>	Y W/THE W End Date 07/29/12	AGNERS <u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 2	KSNV 0	7/30/12	2 07/30/12	Wake Up Early w Wake Up Early V	-	430a-5a	М	:30	1	\$150.002	0.00 NM	1	\$150.00
	VAKE UP <u>Start I</u> ek: 07/30	<u>Date</u>	Y W/THE W End Date 08/05/12	/AGNERS <u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
				Wake Up Early w Wake Up Early V	_	430a-5a	-T	:30	1	\$150.002	0.00 NM	1	\$150.00
	Start 1 Start 1 ek: 07/30	<u>Date</u>	Y W/THE W End Date 08/05/12	VAGNERS <u>VVeekdays</u> -T	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
			2 08/01/12 Y W/THE W	Wake Up Early w Wake Up Early V	_	430a-5a	W	:30	1	\$150.002	0.00 NM	1	\$150.00
	<u>Start</u> ek: 07/30	<u>Date</u>	End Date 08/05/12	Weekdays	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
			2 08/02/12 .Y W/THE W	Wake Up Early w Wake Up Early V AGNERS	-	430a-5a	T	:30	1	\$150.002	0.00 NM	1	\$150.00
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			2 08/05/12 Y W/THE W	Wake Up Early w Wake Up Early V	-	430a-5a	S	:30	1	\$150.002	0.00 NM	1	\$150.00
	Start eek: 07/30	<u>Date</u>	End Date 08/05/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0,00						
			2 08/06/12 Y W/THE V	Wake Up Early w Wake Up Early \ VAGNERS	-	430a-5a	M	:30	1	\$150.002	0.00 NM	1	\$150.00
	Start eek: 08/06	Date	End Date 08/12/12	Weekdays M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
			2 07/27/12 I THE WAG	M-F 5-6a WakeL M-F 5-6a Wakel NERS		5-6a	F	:30	1	\$400.001	0.00 NM	1	\$400.0
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			2 07/30/12 1 THE WAG	M-F 5-6a WakeU M-F 5-6a WakeU NERS	•	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
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			12 08/01/12 H THE WAG	M-F 5-6a Wakel M-F 5-6a Wakel NERS	-	5-6a	HHWHHH	:30	1	\$400.001	0.00 NM	1	\$400.0
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E 13	KSNV	08/03/	12 08/03/12		CM	5-6a	F	:30	1	\$400.001	0.00 N M	1	\$400.0

KSNV

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Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order #: ,

06831602

Product Desc:

Crossroads GPS

Flight Dates:

07/27/12 - 08/06/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			M-F 5-6a WakeUp M-F 5-6a WakeU	_								
WAKE	UP WITH	THE WAGI	· ·	p www.agileis								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/	30/12	08/05/12	F	1	\$400.00	0.00	***					
E 14 KSNV	08/06/1	2 08/06/12	M-F 5-6a WakeUp	w/WaQM	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.0
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<u>ડાય</u> Week: 08/	rt Date	<u>End Date</u> 08/12/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
			News 3 at 430pm	CM	430-5pm	F	:30	1	\$700.001	0.00 NM	1	\$700.0
L (O ROIT	0772171	2 0/12///2	News 3 at 4:30PM		400-0pm	,	.00	•	ψ100.001	0.00 (VIVI		ψ100.0
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<u>Sta</u>	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/		07/29/12	F	1	\$700.00	0.00						
E 16 KSNV	07/30/1	2 07/30/12	News 3 at 430pm		430-5pm	M	:30	1	\$700.001	0.00 NM	1	\$700.0
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	4 AT 430 irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	M	1	\$700.00	0.00				1		
E 17 KSNV	07/31/1	2 07/31/12	News 3 at 430pm	CM	430-5pm	T	:30	1	\$700.001	0.00 NM	1	\$700.0
			News 3 at 4:30PN						*******	3,33 , 111.	•	Ψ1 0 0 1.
NEWS	4 AT 430)P								1		
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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E 18 KSNV	08/01/1	2 08/01/12	•		430-5pm	~~W~~~	:30	1	\$700.001	0.00 NM	1	\$700.
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	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		08/05/12	W	1	\$700.00	0.00						
E 19 KSNV	08/02/1	2 08/02/12	News 3 at 430pm	CM ·	430-5pm	T	:30	1	\$700.001	0.00 NM	1	\$700.
			News 3 at 4:30PI	√I	·							
	4 AT 430									Į.		
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				1		
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Week: 07.	/30/12	08/05/12	F	1	\$700.00	0.00						
E 21 KSNV	08/06/1	2 08/06/12	News 3 at 430pm	CM	430-5pm	M	:30	1	\$700.001	0.00 NM	. 1	\$700.
			News 3 at 4:30PI	M								
	4 AT 430											
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EZZ KONV	01/211	12 01121112	M-F 6-7a WakeU				.50	•	φ/00.00 i	WINI UU,U	1	\$700.
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Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07	/23/12	07/29/12	F	1	\$700.00	0.00						
E 23 KSNV	07/30/1	12 07/30/12	M-F 6-7a WakeU	pw/Wa@M	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700
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	art Date	End Date	<u>Weekdays</u> M	Spots/Week		Rating 0.00						
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		12 08/01/12		СМ	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700

KSNV

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Order / Rev:

104088

Advertiser:

Estimate:

Crossroads GPS

Alt Order#: , Flight Dates:

06831602

07/27/12 - 08/06/12

Product Desc:

Crossroads GPS

Ln Ch	Start	End	Inventory Code		Start/End 3	Γime Days	Len Sp	oots	Rate Pri	Rtg Type S	pots	Amount
			M-F 6-7a Wakel M-F 6-7a Wakel									
WAKE U	P WITH	THE WAG		op www.agnero						_		
Start Week: 07/3	<u>t Date</u> 0/12	End Date 08/05/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
E 26 KSNV	08/02/1	2 08/02/12	M-F 6-7a Wakel M-F 6-7a Wakel		6-7a	T	:30	1	\$700.001	0.00 NM	1	\$700.00
WAKE U	P WITH	THE WAG		sp mriagnore								
<u>Start</u> Week: 07/3	<u>t Date</u> 0/12	End Date 08/05/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
E 27 KSNV	08/03/1	2 08/03/12	M-F 6-7a Wakel M-F 6-7a Wakel	-	6-7a	F	:30	1	\$700.001	0.00 NM	1	\$700.00
		THE WAGI										
<u>Start</u> Week: 07/3	<u>t Date</u> 0/12	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E 28 KSNV	08/06/1	2 08/06/12	M-F 6-7a Wakel M-F 6-7a Wakel	-	6-7a	M	:30	1	\$700.001	0.00 N M	1	\$700.00
WAKE U	IP WITH	THE WAG		op wivvagners								
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08/0		08/12/12	М	1	\$700.00	0.00						
E 29 KSNV		2 07/27/12	Today Show Today Show	СМ	658a-9am	F	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY Start	SHOW t Date	End Date	Weekdays	Spots/Week	Rate	Rating			•	i		
Week: 07/2		07/29/12	F	1	\$1,400.00	0.00				1		
E 30 KSNV	07/30/1	2 07/30/12	Today Show Today Show	СМ	658a-9am	M	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY	SHOW									İ		
<u>Start</u> Week: 07/3	<u>t Date</u> 30/12	End Date 08/05/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,400.00	<u>Rating</u> 0.00						
E 31 KSNV		2 07/31/12	Today Show Today Show	СМ	658a-9am	-T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	t Date	End Date	Weekdays	Spots/Week		Rating						
Week: 07/3 E 32 KSNV		08/05/12	Today Shaw	CM	\$1,400.00 658a-9am	0.00	:30		\$1,400.001	O OO NINA	4	P4 400 00
TODAY :		2 00/01/12	Today Show	Civi	0008-98111	W	,30	,	Φ 1,400.001	0.00 NM	1	\$1,400.00
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Week: 07/3		08/05/12	W	1	\$1,400.00	0.00			4			
E 33 KSNV		2 08/02/12	Today Show Today Show	СМ	658a-9am	T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	t Date	End Date	Weekdays	Spots/Week		Rating						
Week: 07/3 E 34 KSNV		08/05/12 2 08/03/12	Today Show	1 CM	\$1,400.00 658a-9am	0.00 F	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
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	rt Date	End Date 08/05/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00				j		
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E 36 KSNV			News 3 at 4	CM	4-430p	F	:30	1	\$700.001	0.00 NM	1	\$700.00
FIRST	IEWS 3	AT FOUR	News 3 at 4				•					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/2		07/29/12	in at in the February	1	\$700.00	0,00						
E37 KSNV	07/30/1	12 07/30/12		СМ	4-430p	M	:30	1	\$700.001	0.00 NM	1	\$700.00

KSNV

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Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order #: -

06831602

Product Desc;

Crossroads GPS

Flight Dates:

07/27/12 - 08/06/12

Estimate:

New 3 at 4 FIRST NEWS 3 AT FOUR Substitution	In C	h Ctart	End	Inventory Code	Brook	Stort/End 1	Fime Dave	lan Cn	ata Data Dri	Dia Tona Co	4_	A man a v vont
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Start Date End Date Weekdays Spots/Week Rate 7700.00 0.00	FIF	RST NEWS 3	AT FOUR	News 3 at 4	•							
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EARLY NEWS Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Start Date	E 43 K	SNV 07/27/	12 07/27/12	•	CM	5-630p	F	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
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E44 KSNV 07/30/12 07/30/12 N-F Early News		Start Date	End Date		Spots/Week		Rating					
EARLY NEWS Start Date Weekdays Spots/Week Rate Rating Start Date St						 						
EARLY NEWS Start Date End Date Weekdays Spots/Week Rate Rating	E 44 K	SNV 07/30/	12 07/30/12		CM	5-630p	М	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
Week: 07/30/12 08/05/12 M 1 \$1,000.00 0.00 E 45 KSNV 07/31/12 07/31/12 WF Early News CM 5-630p -T :30 1 \$1,000.001 0.00 NM 1 \$1,000.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 NM 1 \$1,000.00 0.00 NM	ΕA	RLY NEWS		WHI Larry NOWS								
EARLY NEWS Start Date Week: 07/30/12 08/05/12 0												
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Order / Rev:

104088

Advertiser:

Crossroads GPS

Alt Order#: -

06831602

Product Desc:

Crossroads GPS

Flight Dates:

07/27/12 - 08/06/12

Estimate:

Ln Ch Start	End	Inventory Code M-F Early News	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type Sp	ots	Amount
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E 50 KSNV 07/28/1		News 3 Sunrise - News 3 Sunrise 5		6a-7a	S-	:30	1 \$350.002	0.00 NM	1	\$350.00
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E 51 KSNV 08/04/1		News 3 Sunrise - News 3 Sunrise S		6a-7a	S-	:30	1 \$350.002	0.00 NM	1	\$350.00
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E 52 KSNV 07/28/1		News 3 Today - S		9am-930am	S-	:30	1 \$500.001	0.00 NM	1	\$500.00
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E 54 KSNV 07/28/				5pm-630pm	S-	:30	1 \$650.001	0.00 NM	1	\$650.0
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E 55 KSNV 08/04/				5pm-630pm	S-	:30	1 \$650.001	0.00 NM	1	\$650.0
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E 57 KSNV 07/30/		Olympics Late No Late News during		11pm-12:35	am MTWTFSS	:30	7 \$1,000.007	0.00 NM	7	\$7,000.0
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E 59 KSNV 07/30/		Olympics Daytim Olympics Daytim		9am-4pm	MTWTF	;30	5 \$1,200.001	0.00 NM	5	\$6,000.0
OLY DAYTIME <u>Start Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
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OLY WKEND	End D-1-	Minaletere	Cmake BAte -1	, Data	Dotine					
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Order / Rev:

Flight Dates:

104088

Advertiser:

Crossroads GPS

Alt Order #: -

06831602

07/27/12 - 08/06/12

Product Desc:

Crossroads GPS

KSNV

Estimate:

754

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Daytime Weeke Olympics Daytime WEEKEND **OLY WKEND** End Date Weekdays Spots/Week Start Date Rating Rate 07/29/12 ----S-Week: 07/23/12 3 \$1,700.00 0.00 E 62 KSNV 07/30/12 08/05/12 Olympics Primetime :30 CM 730pm-12am **MTWTFSS** 1 \$6,000.001 0.00 NM \$6,000.00 Olympics Primetime OLY PRIME Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 07/30/12 08/05/12 MTWTFSS 1 \$6,000.00 0.00 E 63 KSNV 07/30/12 08/02/12 Olympics Prime REPEACM 1135pm - 5am \$200.001 MTWT---:30 1 0.00 NM 1 \$200.00 Olympics Prime REPEAT OLY RPT Spots/Week Rating Start Date **End Date** Weekdays Rate MTWT 08/05/12 \$200,00 Week: 07/30/12 0.00 Totals 76 \$77,050.00